

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**  
**120 PARK AVENUE, NEW YORK, NY 10017**

**TO:** Frank Alfieri

**DATE:** June 7, 1995

**FROM** J. Yvette Robinson/Event Marketing

**SUBJECT:** Event Fact Sheet for Freedom Weekend Aloft

Marlboro Community Event Marketing will be a participant at Freedom Weekend Aloft on July 1-4, 1995. Specific information is as follows:

**EVENT:** Freedom Weekend Aloft

**DATES:** July 1-4, 1995

**TIME:**  
Saturday- noon-midnight  
Sunday- noon-midnight  
Monday- noon-midnight  
Tuesday- 6:30am-midnight

**LOCATION:** Donaldson Industry Park  
Greenville, SC

**PHILIP MORRIS**  
**ACTIVITIES:**

As the exclusive tobacco sponsor, MARLBORO will have a major presence at this event and receive the following:

- One 10' x 22' tent and two promotional kiosks which will be provided by Philip Morris;
- The right to hang banners and signage on and around the promotional tent and kiosks and at other locations at the site of the Event to be mutually agreed upon by the parties;
- A one-quarter page black and white advertisement, at no cost to Philip Morris, or a color advertisement, if requested by, and at the expense of, Philip Morris in the Event's Official Program using artwork and materials supplied by Philip Morris;
- The right to receive a number of complimentary admission tickets to the Event, not to exceed 200; twenty tickets to the "Welcome Party" scheduled for July 1, 1995; and, admission to the on-site Sponsor Hospitality area for no less than 6 persons;
- The right to place a 3' x3' banner at the site of the champagne balloon flight for two individuals. The balloon flight will be conducted by Promoter, weather permitting, in accordance with all applicable FAA and Event regulations;
- Preferred sponsor parking passes;

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- The right to exclusive use of sufficient space with water and electric hookups for the placement of an RV to be provided by Philip Morris on Sponsor Hill at the Event site; and,
- The right to recognition in media and print advertising placed in connection with the Event and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris or MARLBORO, provided, that the approval is effected on a timely basis.

**MANPOWER:**

Phoenix Marketing, Inc. will handle all on-site execution of Marlboro activities.

cc: S. Anderson  
R. Anise  
I. Broeman  
D. Cohen  
J. Fontanez  
G. James  
K. McGrath  
V. Murphy  
S. Sampson  
W. Smith

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